

# The Influence of Business Type on Social Media Platform Preferences and Digital Marketing Effectiveness

Social Media  
Platform Preferences  
in Marketing

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## ABSTRACT

The advancement of digital technology has significantly reshaped marketing practices, with social media emerging as one of the most influential tools for business promotion and customer engagement. In this context, this study sets out to explore how different types of businesses influence the selection of social media platforms, and in turn, how these choices affect the overall effectiveness of digital campaigns. To address this objective, a quantitative survey was conducted involving 350 business actors operating in Makassar. The data were analyzed using multiple regression and mediation analysis, enabling a robust examination of the relationships between business characteristics, platform preferences, and marketing outcomes. The empirical findings suggest that businesses offering visually oriented products such as those in the fashion and culinary sectors tend to select platforms like Instagram, TikTok, and Facebook, given their visual and interactive features that align well with product presentation and consumer appeal. The study emphasizes the strategic importance of achieving a strong fit between business type and platform selection. By doing so, it provides a practical framework that can help MSMEs and other enterprises design more effective and targeted digital marketing strategies, tailored to their internal characteristics and operational needs.

**Keywords:** Business Characteristics, Campaign Effectiveness, Digital Technology, Social Media Marketing, Platform Selection.

## ABSTRAK

Kemajuan teknologi digital telah mengubah praktik pemasaran secara signifikan, dengan media sosial muncul sebagai salah satu alat paling berpengaruh untuk promosi bisnis dan keterlibatan pelanggan. Dalam konteks ini, studi ini bertujuan untuk mengeksplorasi bagaimana berbagai jenis bisnis memengaruhi pemilihan platform media sosial, dan pada gilirannya, bagaimana pilihan-pilihan ini memengaruhi efektivitas keseluruhan kampanye digital. Untuk mencapai tujuan ini, survei kuantitatif dilakukan dengan melibatkan 350 pelaku bisnis yang beroperasi di Makassar. Data dianalisis menggunakan regresi berganda dan analisis mediasi, yang memungkinkan pemeriksaan yang mendalam terhadap hubungan antara karakteristik bisnis, preferensi platform, dan hasil pemasaran. Temuan empiris menunjukkan bahwa bisnis yang menawarkan produk berorientasi visual seperti di sektor fesyen dan kuliner cenderung memilih platform seperti Instagram, TikTok, dan Facebook, mengingat fitur visual dan interaktifnya yang selaras dengan presentasi produk dan daya tarik konsumen. Studi ini menekankan pentingnya strategis untuk mencapai kesesuaian yang kuat antara jenis bisnis dan pemilihan platform. Dengan demikian, studi ini menyediakan kerangka kerja praktis yang dapat membantu UMKM dan perusahaan lain merancang strategi pemasaran digital yang lebih efektif dan terarah, yang disesuaikan dengan karakteristik internal dan kebutuhan operasional mereka.

**Kata kunci:** Karakteristik Bisnis, Efektivitas Kampanye, Teknologi Digital, Pemasaran Media Sosial, Pemilihan Platform.

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## INTRODUCTION

The development of digital technology in the last two decades has revolutionized marketing practices, especially through social media such as Facebook, Instagram, TikTok, X (Twitter), and WhatsApp, which allows businesses to reach a wider, faster, and more personalized consumer, while saving time and promotional costs (Barokah et al., 2024). In Indonesia, the high penetration of the internet opens up opportunities for businesses, including Micro, Small, and Medium Enterprises (MSMEs), to implement digital marketing strategies effectively by adapting the characteristics of platforms such as Instagram, YouTube, TikTok, and Facebook to their respective business types (Alam et al., 2024). However, challenges such as limited digital knowledge and skills are still faced by some MSMEs (Anggraini & Sukaris, 2023), so continuous training and mentoring are crucial in optimizing marketing potential through social media (Hutagalung et al., 2023).

Despite the rapid growth of digital platforms, many MSMEs in Indonesia still encounter difficulties in adopting social media marketing effectively. Limited knowledge of platform-specific features, insufficient skills in content creation, and the absence of clear strategies often reduce the effectiveness of digital promotion. Research has shown that although MSMEs increasingly recognize the potential of social media, their practices remain fragmented and lack strategic alignment with business goals (Oktaria & Saputri, 2023; Laksitowening & Kusumo, 2024). Many actors struggle to transform awareness into consistent marketing actions, such as leveraging video content or optimizing engagement through targeted campaigns (Purba et al., 2024). Furthermore, while digital marketing has been proven to influence consumer purchase intention, numerous MSMEs continue to underutilize social media as a structured marketing tool (Rohman et al., 2024). This persistent problem underscores the importance of investigating how MSMEs select suitable platforms for their businesses to achieve optimal marketing outcomes in the digital era.

The effectiveness of social media marketing for MSMEs is strongly influenced by several key factors, including digital literacy, human resource competencies, and the ability to adapt to technological change (Wegner et al., 2024). A study highlights that MSME performance is determined by networking, information technology utilization, and human resource capabilities, which collectively shape their competitiveness (Widyastuti et al., 2023). Moreover, the presence of continuous training and mentoring significantly supports MSMEs in enhancing their digital capacity, ensuring that promotional activities align with consumer expectations and platform characteristics (Suarantalla & Rizqi, 2024). Digital marketing is also known to impact brand awareness positively, allowing MSMEs to build stronger consumer relationships and recognition when executed strategically (Yanto & Aprilian, 2023; El Ghifari & Supendi, 2024). These findings indicate that the choice of social media platforms cannot be separated from the quality of MSME resources, their capacity to innovate, and their access to external support systems, which collectively influence their digital transformation journey.

Although various trainings have been conducted to improve the digital capacity of MSME actors, there is still a gap in the literature that specifically analyzes the selection of social media platforms based on the type of business in Indonesia (Awaludin, 2023; Arrezqi et al., 2023). In fact, a deeper understanding of the suitability between the characteristics of the platform and the type of business can help formulate a more effective and targeted marketing strategy (Rosid et al., 2023; Desmayani et al., 2023; Aditia et al., 2023). By filling this gap, research can make a real contribution in supporting the digital transformation of MSMEs more strategically.

This article is expected to enrich the digital marketing literature and contribute to the development of adaptive and data-driven strategies. Through an in-depth understanding of the relationship between business type and platform preferences, businesses can make more strategic decisions in managing their digital campaigns. This study aims to examine how business types influence platform selection, which subsequently influences digital campaign effectiveness. By analyzing the suitability between business characteristics and

platform features, this research seeks to provide a deeper understanding of how MSMEs can optimize digital marketing strategies more effectively.

## **LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **Business Type and Social Media Platform Selection**

Media Richness Theory (MRT), proposed by Daft and Lengel, posits that communication effectiveness depends on the fit between message complexity and the medium's richness (Ishii et al., 2019). In the context of MSME digital marketing, choosing the right platform is critical because each offers varying levels of richness. Instagram and TikTok are considered rich media, ideal for visually intensive products such as culinary and fashion, due to their support for visuals, audio, and real-time interaction, whereas WhatsApp and Facebook Messenger excel in rapid, low-complexity interpersonal communication (Anggraini & Sukaris, 2023; Desmayani et al., 2023). In Indonesia, MSMEs across culinary, fashion, services, technology, health, and education sectors tend to select platforms that align with their business characteristics: culinary and fashion businesses favor Instagram and TikTok for visual storytelling, while service-oriented MSMEs prefer WhatsApp, Facebook, and LinkedIn for direct communication and credibility building (Hia et al., 2021; Widyastuti et al., 2023; Uli & Anggraini, 2024; Ardani & Harahap, 2024). Low digital literacy remains a significant barrier, highlighting the need for ongoing training, and success further depends on well-planned content strategies, algorithm optimization, audience demographics, and personalization (Diniati et al., 2023; Purba et al., 2024; Saputra et al., 2024; Biswas et al., 2024; Rohman et al., 2024). Integrating MRT with targeted content strategies thus provides MSMEs with a robust framework to enhance digital campaign effectiveness.

Business type, encompassing product orientation and operational scale, fundamentally determines social media platform selection among MSMEs (Anggraini & Sukaris, 2023). Visually intensive sectors prioritize rich-media platforms such as Instagram and TikTok to dynamically showcase products, whereas service-oriented businesses prefer channels that support direct, personalized interaction and trust-building, such as WhatsApp and LinkedIn (Uli & Anggraini, 2024). In Indonesia, platform preferences closely align with inherent business characteristics, market segmentation, and resource availability, enabling wider reach and greater competitiveness (Hia et al., 2021; Widyastuti et al., 2023). Low digital literacy, however, often limits optimal choices, highlighting the need for targeted training, while well-planned content strategies further strengthen outcomes when platforms match business profiles (Diniati et al., 2023; Purba et al., 2024; Saputra et al., 2024). Drawing on Media Richness Theory (MRT), which emphasizes task-media fit, mismatched platform choices lead to fragmented engagement, whereas strategic alignment drives sustained growth (Ishii et al., 2019; Desmayani et al., 2023; Ardani & Harahap, 2024). Therefore, business type positively and significantly influences social media platform selection.

H1: Business type has a positive effect on social media platform selection.

### **Factor Influencing of Digital Campaign Effectiveness**

Platform selection directly determines the success of digital campaigns by facilitating targeted engagement and content virality. Platforms like Instagram and TikTok excel in boosting brand awareness through algorithmic promotion of visual and short-form content, ideal for consumer-driven interactions (Safitri et al., 2021; Teviana et al., 2024). Conversely, WhatsApp and Facebook support community building and paid advertising, enhancing conversion rates in service sectors (Lestari & Sudarmiatin, 2024). Studies highlight that creative perceptions mediate user engagement, with platforms enabling innovative formats yielding higher interaction quality (Burhanudin & Aulia, 2023). Moreover, customer engagement acts as a mediator between platform features and overall campaign outcomes, emphasizing tailored strategies (Blut et al., 2023). MSMEs adopting multi-platform approaches report optimized results by diversifying reach while

maintaining message consistency (Biswas et al., 2024; Rohman et al., 2024). Training in platform-specific tools further elevates effectiveness, transforming awareness into actionable metrics like sales and loyalty (Oktaria & Saputri, 2023). MRT reinforces this by advocating rich media for complex messages, reducing ambiguity in promotions (Ishii et al., 2019). Additionally, business type amplifies direct campaign impacts; visual MSMEs gain from immersive displays, while services benefit from real-time feedback loops (Suarantalla & Rizqi, 2024; Gao et al., 2023). This dual influence underscores platform choice as a catalyst for performance. Consequently, social media platform selection positively affects digital campaign effectiveness, and business type directly enhances it.

H2: Social media platform selection has a positive influence on digital campaign effectiveness.

H3: Business type has a positive influence on digital campaign effectiveness.

### Social Media Platform Selection as a Mediator

The selection of social media platforms serves as a significant mediator in the relationship between the type of MSME business and the effectiveness of digital marketing campaigns (Sampath, 2024). Research shows that social media helps MSMEs reach a wider range of consumers, increase customer engagement, and amplify the impact of their digital marketing strategies. A study conducted by Indriyani et al. (2024) emphasized that with the proper use of social media platforms, MSMEs can create more efficient interactions with consumers, which in turn will increase their productivity and competitiveness. This indicates that choosing a platform that suits the characteristics of the business will increase the chances of success in marketing campaigns.

In addition, Dewi and Setiawan (2023) noted that understanding business characteristics and choosing the appropriate platform is very important in the context of digital marketing, especially in supporting human resource development in the digital era. They found that the right social media selection not only increases brand visibility, but also makes a positive contribution to the effectiveness of digital marketing campaigns, so that MSMEs can be more competitive in the market. Thus, the selection of the optimal social media platform acts as an important link in achieving the desired marketing results, strengthening the relationship between the type of business and the effectiveness of the campaign.

H4: Social media platform selection mediates the effect of business type on digital campaign effectiveness.

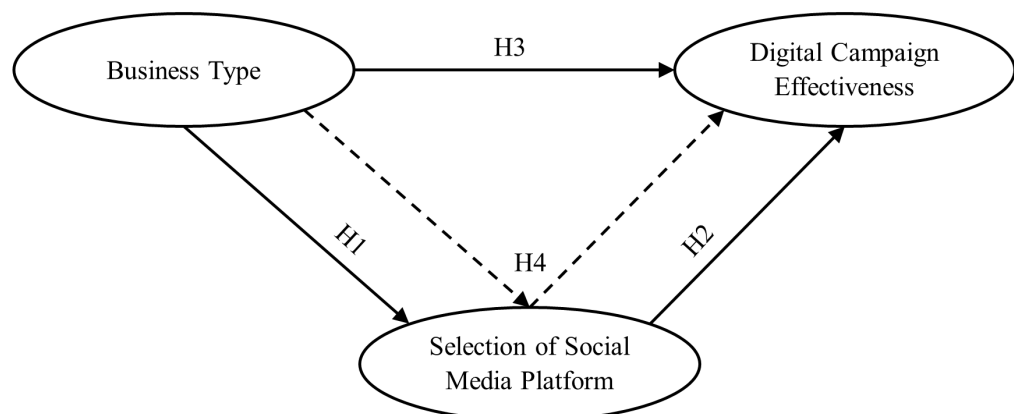


Figure 1. Research Model

Figure 1 illustrates the conceptual framework of the study, showing the relationship between business type, the selection of social media platforms, and digital campaign effectiveness. Business type is hypothesized to have a direct positive effect on both the selection of social media platforms (H1) and digital campaign effectiveness (H3). At the same time, the selection of social media platforms is expected to positively influence digital campaign effectiveness (H2). In addition, the framework proposes a mediating relationship (H4), where the selection of social media platforms mediates the influence of business type on digital campaign effectiveness. Solid arrows represent the direct hypothesized effects (H1, H2, H3), while dashed arrows illustrate the mediating pathway (H4). This model emphasizes the strategic role of aligning business type with appropriate social media platforms to enhance the effectiveness of digital marketing campaigns.

## RESEARCH METHODS

This study utilizes a quantitative approach with a survey method in data collection. The survey was conducted offline and online using a structured questionnaire designed based on indicators from previous literature studies. The survey instrument included questions about business profiles, social media platforms used, purpose of use, and perceptions of the effectiveness of digital campaigns. This questionnaire was distributed to MSMEs in the city of Makassar who actively use social media in their marketing activities. The number of respondents involved in this study was 350 business actors who were selected using purposive sampling techniques. The inclusion criteria include business actors who have used social media for marketing activities for at least the last three months. Data collection is carried out over a period of one month, and data validation is carried out through cross-check email and direct contact to avoid duplication or false fill-in. The data is encoded and processed using SmartPLS 4.0 software for statistical analysis.

Table 1. Instrument Development

Variabel	Brief Definition	Indicator
Business Type	Characteristics of MSMEs based on scale and business field	<ol style="list-style-type: none"> <li>1. Scale of the business</li> <li>2. Dependence on social media</li> <li>3. Local market orientation</li> <li>4. Marketing cost efficiency</li> <li>5. Digital-based direct distribution</li> <li>6. Adaptation to digital trends.</li> </ol>
Platform Selection	Suitability of social media selection with product characteristics and business audience	<ol style="list-style-type: none"> <li>1. Visual platform compatibility</li> <li>2. Text-based platform preferences</li> <li>3. Cross-platform integration</li> <li>4. Two-way interaction</li> <li>5. Intensity of platform usage</li> <li>6. Budget allocation between platforms</li> <li>7. Feature compatibility with the business</li> <li>8. The influence of platforms on campaigns (da Silva Wegner et al., 2024)</li> </ol>
Digital Campaign Effectiveness	Successful digital campaigns in increasing awareness, conversions, and efficiency	<ol style="list-style-type: none"> <li>1. Increased brand awareness</li> <li>2. Increased customer engagement</li> <li>3. Convert visitors into customers</li> <li>4. Number of customer leads</li> <li>5. Campaign cost efficiency</li> <li>6. Cost and revenue comparison</li> <li>7. Cost-per-acquisition optimization</li> <li>8. The role of platforms in campaign effectiveness. (Sampath, 2024)</li> </ol>

The data analysis in this study used multiple linear regression techniques to test the influence of business type (characteristics) on the selection of social media platforms. In addition, a mediation test was conducted using the method of Baron and Kenny (1986) to assess whether the selection of social media platforms is an intermediate variable in the relationship between business type and the effectiveness of digital campaigns. Tests of the

validity and reliability of the instruments are carried out before the main analysis. The results of this analysis are then used to build a conceptual model of platform selection based on the internal characteristics of the business. Based on Table 1, the overall indicator is measured using the Likert scale, from strongly disagree to strongly agree. The instrument has gone through validity and reliability tests using the external model approach in SmartPLS. Cronbach's alpha and composite reliability numbers for all constructs exceeded 0.7, indicating that the instrument had a strong internal consistency. Therefore, measurements are considered feasible and accurate in capturing latent variables as per the research model.

## RESULTS

In the MSMEs sector, as shown in Table 2, the service sector recorded 40 business units. These MSMEs include home-based laundry businesses, beauty salons, photocopying services, tailoring services, and small motorcycle repair shops in residential areas. Meanwhile, the 60 MSMEs in the culinary sector generally consist of simple food stalls, home-based catering businesses, snack vendors, or street vendors. In the fashion sector, with 50 units, MSMEs can include home-based tailors, small-scale boutiques, or clothing and accessory sellers in traditional markets. In the technology sector, there are 25 units, including mobile phone repair, digital printing, and small-scale app developers. In the health sector, there are 30 MSMEs, including independent midwifery practices, herbalists, and traditional herbal medicine producers. Meanwhile, in the education sector, there are 25 units, such as private tutoring or home computer courses.

Meanwhile, in the medium business sector, business types generally already have a slightly larger operational scale. The service sector, which totals 30 units, includes travel agents, regional logistics service providers, and graphic design companies. In the culinary field, with 20 units, it consists of a family restaurant or a large catering service for corporate events. Fashion in medium businesses, as many as 30 units, include local clothing brands that produce their own and have sold online and offline. For the technology sector, there are 15 units, including software development companies or large electronics stores. In the health business as many as 10 units, including health clinics or network pharmacies. Meanwhile, in the field of education, there are 15 units, including non-formal educational institutions such as certified language courses or job skills training.

Table 2. Respondent Profiles Based on Business Type

Business Type	Culinary	Fashion	Service	Technology	Health	Education	Total
MSMEs	60	50	40	25	30	25	230
Intermediate	20	30	30	15	10	15	120
Total	80	80	70	40	40	40	350

The survey results in Table 3 show that Instagram and TikTok are the most widely used platforms by MSMEs, while LinkedIn is more dominant among medium-sized businesses. Facebook is used evenly across all types of businesses due to its common characteristics and wide reach.

Table 3. Social Media Platform Preferences by Business Type

Platform	MSMEs	Intermediate	Total
Instagram	60	35	95
TikTok	50	30	80
WhatsApp	55	30	85
Facebook	35	20	55
LinkedIn	5	30	35
Total	205	145	350

In the digital era, social media is the main tool for MSMEs in marketing products and reaching customers. Instagram excels at building a brand through visual content such as Reels and Stories, which increase engagement with customers. WhatsApp Business is the go-to choice for instant communication and quick transactions, with product catalog features and automated messaging. TikTok is growing in popularity thanks to its trend-based short video format, which allows small businesses to reach a wider audience with creative content. Facebook, despite experiencing a decline in organic growth, remains relevant for community-based marketing and paid advertising. LinkedIn, on the other hand, is more widely used by MSMEs engaged in the professional and B2B sectors, helping businesses build networks and increase credibility through educational content.

Each platform has different advantages, allowing MSMEs to choose the marketing strategy that best suits their needs. Instagram and WhatsApp remain the top choices for MSMEs in Indonesia, while TikTok is thriving as a creative marketing tool. Facebook is still relevant for the business community, and LinkedIn is the choice for MSMEs that are oriented towards professional networking. By understanding the characteristics of each platform, MSMEs can maximize their digital marketing potential and increase competitiveness in the market.

**Table 4.** Validity and Reliability Test

Variable	Composite reliability	Cronbach's alpha
Digital Campaign Effectiveness	0.899	0.892
Social Media Platform Selection	0.869	0.865
Business Type	0.819	0.819

Table 4 displays the composite reliability and Cronbach's alpha values for each variable. Each variable shows a composite reliability value greater than 0.7 and a Cronbach's alpha value greater than 0.6, so the variables campaign effectiveness, platform selection, and business type were declared valid and reliable in this study.

**Table 5.** Direct and Indirect Test Results

Constructs	T-statistics	P-Values
Social Media Platform Selection -> Digital Campaign Effectiveness	4.43	<0.05
Business Type -> Digital Campaign Effectiveness	9.905	<0.05
Business Type -> Social Media Platform Selection	17.945	<0.05
Business Type -> Social Media Platform Selection -> Digital Campaign Effectiveness	4.055	<0.05

The results of the statistical test on Table 5 showed that the direct effect of business type and campaign effectiveness was positive and significant. Meanwhile, the indirect effect when social media platform selection mediates the relationship between business type and campaign effectiveness is also positive and significant. This means that the Platform Selection variable is able to mediate the relationship between business type and campaign effectiveness with the role of partial mediation. Thus, the H4 is proven. The results of this study provide an idea that there is a tendency for business actors to choose social media platforms based on the type of business they have. Based on data obtained from 350 respondents of business actors in Makassar, it can be seen that there is a pattern of platform selection that is greatly influenced by the type of product, market segmentation, and the level of technology adoption of each business.

Key findings show that businesses with visual products, such as fashion, culinary, and cosmetics, are more likely to choose platforms like Instagram and TikTok. Both platforms have the advantage of presenting visual content in an attractive and interactive manner, making it more effective in attracting consumers' attention. Effective social media practices strengthen customer loyalty by driving active user interaction, which explains why visually driven platforms are preferred for fostering stronger consumer relationships (Yasmin et al., 2024). In contrast, professional services businesses such as consulting or

Business to Business (B2B) services prefer to use LinkedIn and Facebook, which are considered more credible for building professional networks and formal communication.

Interestingly, there are new findings that business actors who combine two or more platforms with different characteristics actually show more optimal digital campaign results. This multi-platform approach allows promotional messages to reach a wider and more diverse market segment. For example, the combination of TikTok to build brand awareness massively and WhatsApp Business to follow up on personal communication shows a high conversion rate. Regression analysis shows that the compatibility between business type and social media platforms has a significant effect on the effectiveness of digital campaigns. Business actors with a higher level of digital literacy are able to take advantage of the platform's features to the fullest, resulting in better engagement.

This research highlights the importance of choosing a platform that is not only based on trends, but must also consider the suitability of the business type and the internal readiness of business actors in managing digital campaigns. Thus, digital marketing strategies can be designed in a more targeted and sustainable manner. In addition, the survey results also show that the generation of business owners and the age of the target audience also influence the tendency to use the platform. Business actors targeting Gen Z are more likely to use TikTok and Instagram Reels, while the young adult to early adult segment is more responsive to content on Facebook and YouTube Shorts. This implication is important for designing content that fits the demographic characteristics of the target audience. The study not only offers a mapping of relevant social media use in the digital age, but also suggests a strategic framework in platform selection. These findings are expected to be a reference for business actors, marketing practitioners, and researchers to understand the complexity of today's digital marketing dynamics.

## **DISCUSSION**

The findings of this study show that the choice of social media platforms by business actors in Makassar is closely correlated with business characteristics, especially product types and market segmentation. Research by Laksitowening and Kusumo (2024) underlines that MSME actors who understand the characteristics of their products can effectively utilize digital platforms, including marketplaces and social media. Products with high visual appeal, such as fashion, food, and cosmetics, tend to be marketed through Instagram and TikTok, which offer dynamic visual formats to display products in an engaging way.

Lady (2023) explained that professional service-based businesses, such as consulting and training providers, tend to prefer LinkedIn or Facebook as their primary digital marketing platforms. The reason lies in the more formal and informative nature of these platforms, which better aligns with the communication style and credibility-building needs of professional services. Similarly, Lestari and Sudarmiatin (2024) emphasized the importance of selecting platforms that match product characteristics and market targets. Their study on Nasi Lemak Tanjung Batu demonstrated that implementing the right digital marketing strategy not only improved customer interaction but also led to an increase in orders. This evidence confirms that the suitability between platform choice, business type, and consumer expectations plays a crucial role in enhancing marketing outcomes (Oktaria & Saputri, 2023). Thus, aligning digital platforms with the nature of the business helps MSMEs optimize engagement, build stronger relationships with their target audiences, and ultimately achieve sustainable growth.

El Ghifari and Supendi (2024) emphasized that the effectiveness of digital marketing depends largely on the suitability between the type of content and the delivery format on the chosen platform. This means that businesses must align their messages with the features and strengths of each social media channel to achieve optimal impact. In line with this perspective, Kusuma and Fahamsyah (2023) investigated how laying hen MSMEs in Bojonegoro adopted digital marketing strategies according to their business characteristics. Their study revealed that MSME owners with higher levels of digital literacy were able to utilize digital platforms more strategically, creating content that

matched audience needs and platform dynamics. As a result, these MSMEs achieved greater engagement and campaign effectiveness, demonstrating that digital skills are critical in ensuring successful marketing outcomes.

Furthermore, a study by Nizar et al. (2023) shows that the digital literacy of business actors plays a key role in determining the success of digital marketing campaigns. Businesses with a better understanding of how algorithms work, paid promotion features, and the ability to analyze campaign performance metrics show more optimal results. With a multi-platform approach, where respondents state that they don't rely solely on a single platform, businesses can reach a wider audience and build more integrated communications, creating a more well-rounded consumer experience. This approach is in line with Communication Marketing Integration (IMC), which emphasizes the importance of message consistency and multi-channel in strengthening brand perception (Lestari & Sudarmiati, 2024).

## CONCLUSION

This study underscores the critical role of aligning social media platform preferences with the unique characteristics of MSME business types to drive digital marketing success. Businesses in visual-oriented sectors, such as fashion and culinary, demonstrate superior campaign performance on platforms like Instagram and TikTok, which leverage dynamic visuals and interactive features to captivate audiences. In contrast, service-based and B2B enterprises achieve greater effectiveness through LinkedIn and Facebook, capitalizing on their professional networking and credibility-building capabilities. The mediation analysis confirms that platform selection acts as a strategic bridge, partially channeling the influence of business type into enhanced campaign outcomes, including higher engagement, brand visibility, and sales conversion.

These findings offer practical implications for MSMEs to adopt data-driven, tailored platform strategies that match their operational profiles and target demographics, fostering sustainable growth in competitive digital markets. However, the study is limited by its focus on specific sectors in Makassar and a cross-sectional design, which may overlook long-term trends or regional variations. Future research should expand to diverse geographic areas, incorporate behavioral analytics for deeper user insights, and employ longitudinal methods to track evolving platform dynamics and their impacts on MSME performance.

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